

Last Received: 08/13/2012 11:37 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 162
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //162
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 119,750
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TU	6A-7A	WAVY NEWS TDY	:30	\$1,500.00	08/20-08/21	2	1	2	\$3,000.00	
				Buyline Comment: WAVY NEWS TDY								
	2	W-F	6A-7A	WAVY NEWS TDY	:30	\$1,500.00	08/15-08/17	3	1	3	\$4,500.00	
				Buyline Comment: WAVY NEWS TDY								
	3	W-F	7A-9A	TODAY SHOW	:30	\$1,500.00	08/15-08/17	6	1	6	\$9,000.00	
				Buyline Comment: TODAY SHOW								
	4	M-TU	7A-9A	TODAY SHOW	:30	\$1,500.00	08/20-08/21	4	1	4	\$6,000.00	
				Buyline Comment: TODAY SHOW								
	5	W-F	9A-10A	TODAY SHOW 2	:30	\$350.00	08/15-08/17	6	1	6	\$2,100.00	
				Buyline Comment: TODAY SHOW 2								
	6	M-TU	9A-10A	TODAY SHOW 2	:30	\$350.00	08/20-08/21	4	1	4	\$1,400.00	
				Buyline Comment: TODAY SHOW 2								
	7	M-TU	10A-11A	TODAY SHOW 3	:30	\$300.00	08/20-08/21	4	1	4	\$1,200.00	
				Buyline Comment: TODAY SHOW 3								
	8	W-F	10A-11A	TODAY SHOW 3	:30	\$300.00	08/15-08/17	6	1	6	\$1,800.00	
				Buyline Comment: TODAY SHOW 3								

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	9	W-F	12P-1P	NEWS AT NOON	:30	\$250.00	08/15-08/17	6	1	6	\$1,500.00	
				Buyline Comment: NEWS AT NOON								
	10	M-TU	12P-1P	NEWS AT NOON	:30	\$250.00	08/20-08/21	4	1	4	\$1,000.00	
				Buyline Comment: NEWS AT NOON								
	11	W-F	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	08/15-08/17	6	1	6	\$1,800.00	
				Buyline Comment: DAYS OF OUR LIVES								
	12	M-TU	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	08/20-08/21	4	1	4	\$1,200.00	
				Buyline Comment: DAYS OF OUR LIVES								
	13	M-TU	4P-5P	ANDERSON COOPER	:30	\$250.00	08/20-08/21	4	1	4	\$1,000.00	
				Buyline Comment: ANDERSON COOPER								
	14	W-F	4P-5P	ANDERSON COOPER	:30	\$250.00	08/15-08/17	6	1	6	\$1,500.00	
				Buyline Comment: ANDERSON COOPER								
	15	W-F	5P-530P	NEWS	:30	\$900.00	08/15-08/17	6	1	6	\$5,400.00	
				Buyline Comment: NEWS								
	16	M-TU	5P-530P	NEWS	:30	\$900.00	08/20-08/21	4	1	4	\$3,600.00	
				Buyline Comment: NEWS								
	17	M-TU	530P-6P	NEWS	:30	\$900.00	08/20-08/21	4	1	4	\$3,600.00	
				Buyline Comment: NEWS								
	18	W-F	530P-6P	NEWS	:30	\$900.00	08/15-08/17	6	1	6	\$5,400.00	
				Buyline Comment: NEWS								
	19	W-F	6P-630P	NEWS	:30	\$1,500.00	08/15-08/17	6	1	6	\$9,000.00	
				Buyline Comment: NEWS								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	42	SU	8A-9A	Buyline Comment: SUN TODAY								
					:30	\$800.00	08/19-08/19	2	1	2	\$1,600.00	
	43	SU	9A-10A	Buyline Comment: MEET THE PRESS								
					:30	\$1,200.00	08/19-08/19	1	1	1	\$1,200.00	
	44	SU	6P-7P	Buyline Comment: WAVY NEWS								
					:30	\$500.00	08/19-08/19	2	1	2	\$1,000.00	
	45	SU	11P-1130P	Buyline Comment: NEWS								
					:30	\$1,200.00	08/19-08/19	1	1	1	\$1,200.00	

---REPORT TOTALS---
Report Totals: 158 / \$119,750.00

---SALES MONTHLY TOTALS---

Aug 12: 158 / \$119,750.00
Sales Totals: 158 / \$119,750.00
Station Totals: 158 / \$119,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$249,479	CATV 0%	WAVY 48%	WGNT 0%	WPXV 0%	WTKR 23%
		WTVZ 0%	WVBT 6%	WVEC 23%		

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE